

REMARKS

Status of Claims:

Claims 1-33, 35, 38, 42, 45, 49, and 52 remain cancelled. Claims 34, 41, and 48 are currently amended. Claims 55 and 56 remain withdrawn.

Thus, claims 34, 36, 37, 39-41, 43, 44, 46-48, 50, 51, and 53-56 are pending in the application and, of those claims, claims 55 and 56 remain withdrawn. A detailed listing of all claims that are in the application is presented with appropriately defined status identifiers.

Interview Summary:

Applicant expresses appreciation to the Examiner for the courtesy of the telephonic interview on November 18, 2010. The participants to the interview were Examiner Alvarez and Justin Sobaje, the attorney for the applicant. During the interview, claim 34 of the present application and the Nakamura reference (U.S. Patent No. 5,987,424) were discussed. The Examiner indicated that the claims should be amended to specify that the registration request and the cancellation request are requests to register or cancel **on the spot**. The Examiner indicated that such amendments would overcome the Nakamura reference.

Claim Rejections:

Claims 34, 36-37, 39-41, 43-44, 46-48, 50-51, and 53-54 are rejected under 35 U.S.C. 103(a) as being unpatentable over Nakamura (U.S. Patent No. 5,987,424) in view of Kenney (U.S. Patent No. 5,515,424).

With respect to claims 34, 36-37, 39-41, 43-44, 46-48, 50-51, and 53-54, the rejection is respectfully traversed.

Independent claim 34, as amended, recites a portable communication terminal, comprising:

“a registration request means for issuing a registration request to **immediately register** for advertisement information broadcast from an

advertisement information broadcast server according to operation of the portable communication terminal;

a receiving means for receiving advertisement information which is broadcast from said advertisement information broadcast server based on said registration request;

a display means for displaying said advertisement information received by said receiving means; and

a registration cancellation means for issuing a cancellation to **immediately cancel** registration of the portable communication terminal for the advertisement information broadcast from said advertisement information broadcast server according to operation of the portable communication terminal;

wherein said display means automatically displays said advertisement information on a standby screen from the issuance of the registration request by said registration request means to the issuance of the cancellation by said registration cancellation means, when the portable communication terminal is in a standby state.” (Emphasis Added).

Thus, claim 34 has been amended in accordance with the Examiner’s suggestion to specify that the registration request is a request to **immediately register**, and to specify that the cancellation is to **immediately cancel** the registration, such that the registration request and the cancellation are to respectively register or cancel **on the spot**. Support for the amendments to claim 34 is found in the specification and figures of the present application, for example, at page 4, line 25 – page 6, line 13; page 8, lines 15-26; and FIG. 2, references S1 and S10.

Neither Nakamura nor Kenney, alone or in combination, disclose or suggest a portable communication terminal as claimed in the presently amended claim 34. In the method of Fig. 22 of Nakamura, there is a **monthly subscription** based on a contract, and a subscriber is only able to **temporarily** reject advertisements during the subscription period. (Nakamura; Fig. 22; col. 24, lines 23-47). The monthly subscription in Nakamura **continues** even if there

is a temporary rejection, and the service continues during the month. (Nakamura; Fig. 22). In contrast, embodiments of the present invention allow for issuing a cancellation to **immediately cancel** registration, so that a user can use the portable communication terminal to specify an end of the service. The method of Fig. 22 of Nakamura does not allow for a portable communication terminal to specify a start and a cancellation of an advertisement service, and the method of Fig. 22 of Nakamura requires monthly contracts with monthly commitments. (Nakamura; Fig. 22; col. 24). Kenney does not cure the deficiencies with respect to the teaching of Nakamura, because Kenney also does not allow for a portable communication terminal to specify a registration request for advertisement information and a cancellation of the registration.

Therefore, independent claim 34, as amended, is neither disclosed nor suggested by the Nakamura and Kenney references, alone or in combination, and, hence, is believed to be allowable. The Patent Office has not made out a *prima facie* case of obviousness under 35 U.S.C. 103.

Independent claim 41, as amended, is believed to be allowable for similar reasons as the reasons discussed above with respect to claim 34. Also, independent claim 48, as amended, is believed to be allowable for similar reasons as the reasons discussed above with respect to claim 34.

The dependent claims are deemed allowable for at least the same reasons indicated above with regard to the independent claims from which they depend.

Conclusion:

Applicant believes that the present application is now in condition for allowance. Favorable reconsideration of the application as amended is respectfully requested.

The Examiner is invited to contact the undersigned by telephone if it is felt that a telephone interview would advance the prosecution of the present application.

The Commissioner is hereby authorized to charge any additional fees which may be required regarding this application under 37 C.F.R. §§ 1.16-1.17, or credit any overpayment,

to Deposit Account No. 19-0741. Should no proper payment be enclosed herewith, as by the credit card payment instructions in EFS-Web being incorrect or absent, resulting in a rejected or incorrect credit card transaction, the Commissioner is authorized to charge the unpaid amount to Deposit Account No. 19-0741.

If any extensions of time are needed for timely acceptance of papers submitted herewith, Applicant hereby petitions for such extension under 37 C.F.R. §1.136 and authorizes payment of any such extensions fees to Deposit Account No. 19-0741.

Respectfully submitted,

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